

Rep Order# 9797212 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 50380

Printed: 08/23/2012 3:47 PM  
Last Received: 08/23/2012 3:23 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product GOV'T INTEGRITY FUND  
Estimate#  
Buyer RANDE LEVINE  
Phone#  
Fax#

Agency ( ) TARGET ENTERPRISES  
15260 VENTURA BLVD., SUITE 1240  
SHERMAN OAKS, CA 91403  
Agency C/P1/P2/E  
Flight Dates 08/17/2012 - 09/09/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) LOS ANGELES  
Salesperson ( ) JON BRUNZELL-AMER  
Salesperson Phone# 323-966-5271  
Salesperson FAX# 917-206-9888

--- CONTRACT COMMENT ---

9/6 END DATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

MC APPLIED. SEE LINES 1 AND 7. PLEASE CONFIRM. THANK YOU.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	SA	10P-11P		:30	\$1,800.00	08/25-08/25	0	0	0	\$0.00	

Rating: 6.2

Buyline Comment: 48 HOURS MYSTERY  
[MADE-GOOD BY LINE(S) 7]  
V7 Effective Dates Changed

	*7	F	9P-10P	CSI NY	:30	\$1,800.00	08/31-08/31	1	1	1	\$1,800.00	
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Rating: 6.2

[MKGD FOR SPOTS MISSED ON LN #1: 8/25(1/WK)]  
V7 Added

---REPORT TOTALS---

Report Totals: 1 / \$1,800.00

---SALES MONTHLY TOTALS---

Aug 12: 1 / \$13,200.00 Sep 12: 9 / \$15,600.00  
Sales Totals: 16 / \$28,800.00  
Station Totals: 16 / \$28,800.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$110,769	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	52%
		WKRC	26%	WLWT	22%	WSTR	0%	WXIX	0%		

---COMPETITIVE COMMENTS---

Books JUL11, MAY12  
Demos RA35+

Rep Order# 9797212 Ver# 6 Status Returned  
EC'd Yes

Traffic Order# 50380

Printed: 08/22/2012 10:36 AM  
Last Received: 08/17/2012 1:30 PM  
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--- REMARKS ---

pls see line 1  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	SA	10P-11P		:30	\$1,800.00	08/25-08/25	1	1	1	\$1,800.00	

Rating: 6.2

Buyline Comment: 48 HOURS MYSTERY

Station Remark: V6 1x na 8/25 sched change mg stp on 9/1 ncir

*Handwritten:*  
1x Wed 10-11P  
on 8/29 (Rep Station Comment)  
NHL

---REPORT TOTALS---

Report Totals: 1 / \$1,800.00

---SALES MONTHLY TOTALS---

Aug 12: 8 / \$15,000.00 Sep 12: 8 / \$13,800.00  
Sales Totals: 16 / \$28,800.00  
Station Totals: 16 / \$28,800.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE COMMENTS---

Books JUL11, MAY12  
Demos RA35+

**Connell II, Jim**

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**From:** dmcullah@wkrc.com  
**Sent:** Saturday, August 18, 2012 2:21 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Government Integrity Fund - 50380

Station: WKRC-TV

**Order Information:**

Order #: 50380  
Order Total: \$28,800.00  
Agency: Target Enterprises  
Advertiser: Government Integrity Fund  
Product: gover't integrity fund  
Alternate Order #: 9797212  
Flight Dates: 08/18/12 - 09/09/12  
Demo: Households

Sales Information: Millennium Los Angeles, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (50380-1-1):**

Rate: \$1,800.00  
Air Date: Sat 08/25/12  
Eligible Days: -----Sa--  
Inventory Code: Sat Reg 3  
Inventory Description: Sat Reg 3  
Inventory Code Time: 10p-11p  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

*SP on 9/1 MR*

# Spot Manager: All, 08/17/12-09/09/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Government Integrity Fund												
Agency: Target Enterprises												
Station: WKRC-TV												
Order: 50380												
Line: 1												
08/31/12	Friday		:30	\$1,800.00		Fri Reg 2	9p-10p	gover't integrity fund		P-3	2	MLA
											1	
Line: 2												
08/19/12	Sunday	1:47:43 PM	:30	\$3,000.00	GIFTV01	Sun Reg 4	10p-11p	gover't integrity fund		P-2	1	MLA
											1	
Line: 3												
08/19/12	Sunday	1:25:07 PM	:30	\$1,800.00	GIFTV01	11p M-Su Local 12 Nev	11p-1135p	gover't integrity fund		P-2	1	MLA
											1	
Line: 4												
08/20/12	Monday	1:22:07 PM	:30	\$1,800.00	GIFTV01	11p M-F Local 12 News	11p-1135p	gover't integrity fund		P-2	1	MLA
08/22/12	Wednesday	1:34:25 PM	:30	\$1,800.00	GIFTV01	11p M-F Local 12 News	11p-1135p	gover't integrity fund		P-2	2	MLA
08/23/12	Thursday	1:12:03 PM	:30	\$1,800.00	GIFTV01	11p M-F Local 12 News	11p-1135p	gover't integrity fund		P-2	3	MLA
08/27/12	Monday	1:05:23 PM	:30	\$1,800.00		11p M-F Local 12 News	11p-1135p	gover't integrity fund		P-2	5	MLA
08/30/12	Thursday	1:33:45 PM	:30	\$1,800.00		11p M-F Local 12 News	11p-1135p	gover't integrity fund		P-2	6	MLA
08/31/12	Friday	1:20:57 PM	:30	\$1,800.00		11p M-F Local 12 News	11p-1135p	gover't integrity fund		P-2	4	MLA
											6	
Line: 5												
09/04/12	Tuesday	1:27:26 PM	:30	\$1,800.00		11p M-F Local 12 News	11p-1135p	gover't integrity fund		P-2	2	MLA
09/05/12	Wednesday	1:11:36 PM	:30	\$1,800.00		11p M-F Local 12 News	11p-1135p	gover't integrity fund		P-2	3	MLA
09/06/12	Thursday	1:11:58 PM	:30	\$1,800.00		11p M-F Local 12 News	11p-1135p	gover't integrity fund		P-2	1	MLA
											3	
Line: 6												
08/19/12	Sunday	1:08:53 AM	:30	\$1,500.00	GIFTV01	CBS Sun Morning	9a-1030a	gover't integrity fund		P-1	1	MLA
08/26/12	Sunday	1:53:04 AM	:30	\$1,500.00		CBS Sun Morning	9a-1030a	gover't integrity fund		P-1	2	MLA
09/02/12	Sunday	1:53:49 AM	:30	\$1,500.00		CBS Sun Morning	9a-1030a	gover't integrity fund		P-1	5	MLA
09/02/12	Sunday	1:17:00 AM	:30	\$1,500.00		CBS Sun Morning	9a-1030a	gover't integrity fund		P-1	3	MLA
											4	
											16	
											16	
											16	
											16	
											16	

[Filtered by: ] [Sorted by: Station]